

Press Information

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Fergie Goes ‘Boom Boom Pow’ in Philips Light Dress At Billboard Awards

Billboard Music Awards, Las Vegas, USA – Six time Grammy Award winning singer Fergie raised the bar in fashion statements on Sunday 22nd May at the Billboard Music Awards, sporting a dynamic luminous dress while performing with The Black Eyed Peas, designed by Philips Lighting in collaboration with Stylist B. Akerlund.

The ‘little black dress’ was crafted using a figure-hugging fabric integrated with lighting to shape the singer’s curves and move with the music - giving the performance that the singer’s fans have come to expect. Showcasing a fusion of fashion, music, lighting and technology, the Philips design team worked alongside B. Akerlund, the industry’s leading Stylist/Costume Designer, to construct the dress.

Speaking about the creation, Rogier van der Heide, Chief Design Officer for Philips said: “As a brand, we seek out to work with artists from a range of different industries to evolve and revolutionise the way we use light. When Fergie challenged us to create something new for her, we wanted to design something that could bring an additional dimension to their audience and help showcase how light can further enhance experiences. What is remarkable with this dress is the way the lighting is integrated with the fabric and works in tandem with the beat of the music”.

Rogier continues: “For us, creating this dress was not only about the aesthetics, it is about viewer experience and impact - enhancing the artist’s performance through application of lighting.”

Pictures attached should be credited Kevin Mazur/WireImage

For further information, please contact:
Miranda Slaman
Philips Lighting, Global Communications
Tel: +31 (6) 52 54 77 87
E-mail: Miranda.Slaman@fleishman.com

Julkaisukelpoisia kuvia:
Heidi von Bell, AC-Sanafor Oy

heidi.vonbell@acsanafor.fi

050 549 9137

About Royal Philips Electronics

Royal Philips Electronics of the Netherlands (NYSE: PHG, AEX: PHI) is a diversified health and well-being company, focused on improving people's lives through timely innovations. As a world leader in healthcare, lifestyle and lighting, Philips integrates technologies and design into people-centric solutions, based on fundamental customer insights and the brand promise of "sense and simplicity." Headquartered in the Netherlands, Philips employs about 117,000 employees with sales and services in more than 100 countries worldwide. With sales of EUR 22.3 billion in 2010, the company is a market leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as lifestyle products for personal well-being and pleasure with strong leadership positions in male shaving and grooming, portable entertainment and oral healthcare. News from Philips is located at www.philips.com/newscenter.